



This course is about establishing a creative business and a life you love.

ACTION GUIDE: Module 2

BRANDING YOUR ART BUSINESS

This MODULE is about **Identifying Your Dream Art Business:**

- Discover your ideal ways to make money from your Art – so you can enjoy your Art business, not dread it.
- Set your goals for the next year – so you know where you're headed
- Identify your voice and your ideal customer – so your marketing feels good to your soul.

YOUR ASSIGNMENT FOR THIS MODULE:

1. Take some time to **fill out the Action Guide** below and complete the Assignments.
2. **Email this Action Guide** to kellie@kelliedayart.com before our next call.
3. **Write out your 3-5 key words** or phrases that will guide your brand, and hang it where you can see it every day.
4. **Create your logo** on Canva if you haven't already.

Branding Questions:

What is the overarching theme of what you LOVE to paint: (Examples: everyday things people enjoy in life, or Colorado mountains and nature, or Ranching lifestyle on the plains, or Botanical mixed media paintings)

What are the characteristics of the people who might appreciate your art:
(Examples: Sophisticated interior designers, Young couples starting out collecting, Retirees with second home, Casual western folks, Natural outdoorsy folks)

Who is your IDEAL customer?

How do you want your ideal customer to FEEL when presented with your art and marketing?

What would your conversational tone be with your ideal customer? (Examples: casual and laid back, light and happy, educated, western speak, organic earth loving speak)

When you write your future emails, it helps to have a VISUAL for the “voice” you want to write with. What is a VISUAL you could have in your head, of what tone of voice you’d use? Example: “As if I’m having coffee with a friend”, “As if I’m sitting across from a high-end interior designer”, “As if I’m giving a Ted Talk and am an expert”, “As if I’m a comedian telling jokes”, etc...

What are 20 words and phrases that you find yourself using to describe your art: (Example: Colorado mountains and forests, wild and free, illustrative lines, collage layers, whimsical subjects, vibrant energy)

What are 3-5 core words and phrases that could be the guiding light for all of your branding? (Example: Vibrant, spiritually uplifting, relatable, casual and friendly, sophisticated and high-end, outdoorsy, traditional southern, etc) ****Really take some time with this one because you’ll use these words and phrases in our future lessons ****

CREATE YOUR VISUAL BRAND:

Find 3-5 examples of businesses whose “look” you like: (they don’t have to be art related)

What do you like about these looks?

What do you NOT like about these looks?

Find 3-5 examples of SIMPLE logos you like, to use as inspiration for your own logo.

How can you use the above business looks and logos as influence for YOUR OWN look, but make it UNIQUE TO YOU? (so you don't look like everyone else.)

ASSIGNMENT: Create your own starter logo on [Canva](https://www.canva.com) – bring it to the next group call. It does not have to be perfect, just a start!